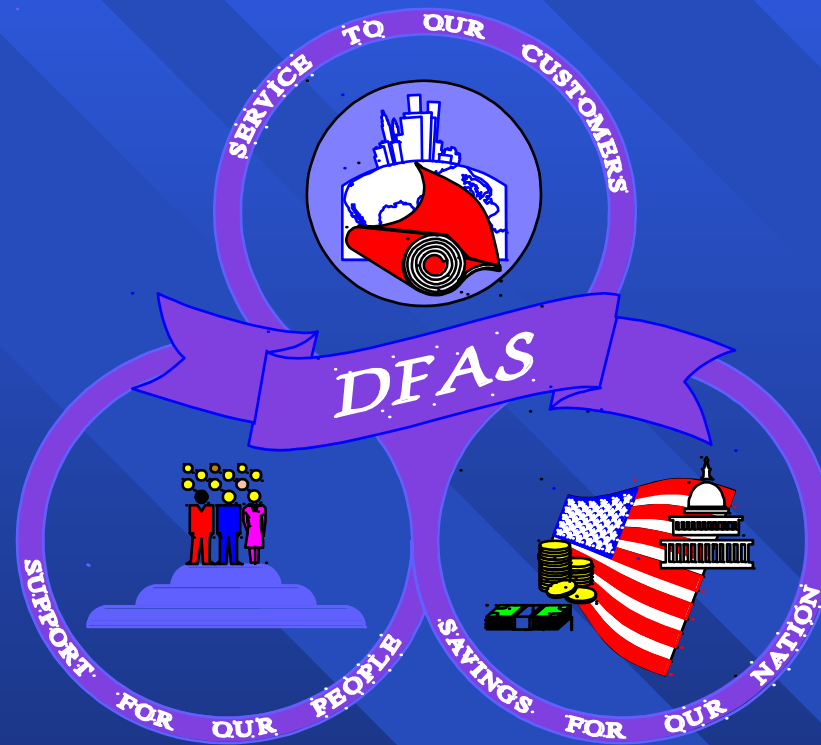


DFAS Service Day

ASMC PDI - May 31, 2000



Presented by: Steve
Bonta - Director, DFAS
Center for Sustaining
Forces - Indianapolis

CRM/CUSTOMER SUCCESSES

AGENDA

- Background
- Customer Relationship Concept
- Live Example/Successes
- Summary



CRM Objective: Customer Satisfaction



**“Customers
generate 100% of
your revenue;
treat ‘em like
royalty.”**

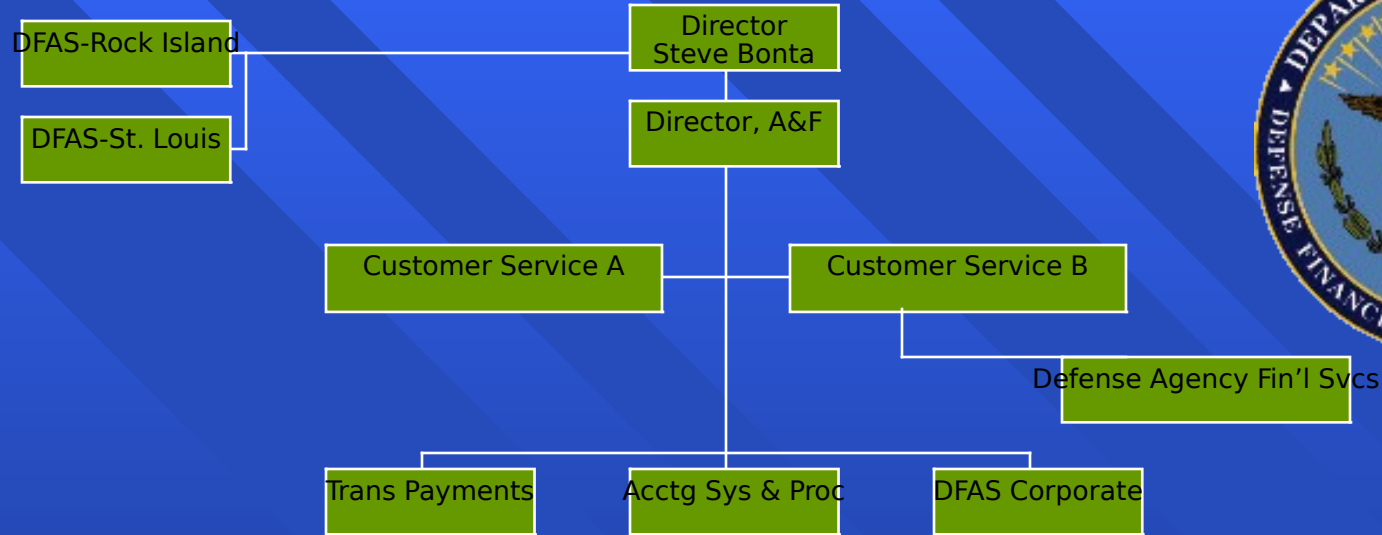
- Matt Ragen, Microsoft

DFAS Strategy

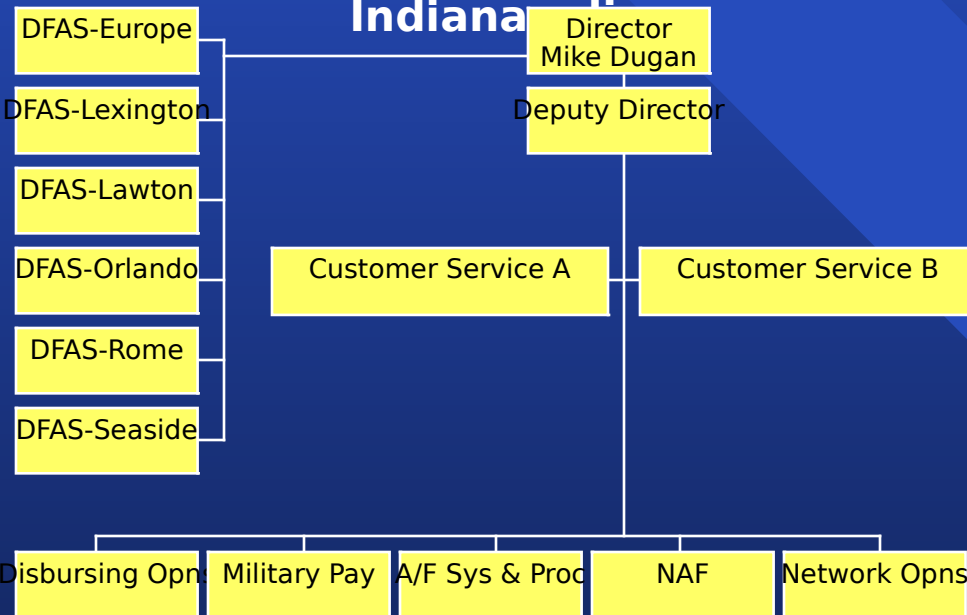
"Your financial partner @ work"

- MISSION
 - Provide responsive, professional finance and accounting services to the Department of Defense.
- VISION
 - World-class provider of finance and accounting services, with a strong corporate identity.
 - ***Trusted, innovative financial advisor.***
 - Employer of choice, providing a progressive and professional work environment.
 - Competitive, best value to customer.
- GOALS
 - Improve the delivery, timeliness, and accuracy of finance and accounting services.
 - Leverage technology and change processes to improve performance and reduce cost.
 - Ensure financial information is timely, useful, and responsive to customers for decision making.
 - ***Develop and deliver creative solutions to serve our customers' needs and exceed their expectations.***
 - Ensure employees are well-trained, equipped, and adaptable to change in an organization inspired by trust, open communication, and teamwork.
 - Create an environment that fosters and rewards extraordinary contributions.
 - Maintain an aggressive internal control program to ensure proper stewardship of DoD resources.

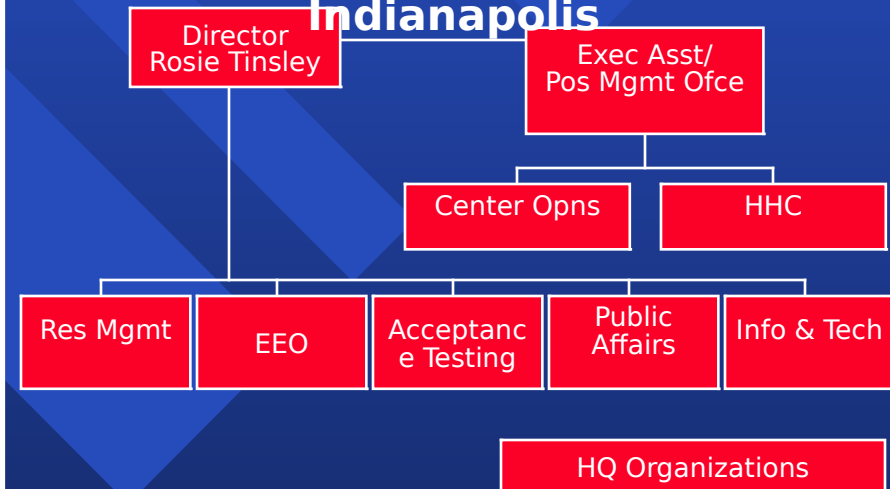
DFAS Center for Sustaining Forces - Indianapolis



DFAS Center for Operating Forces - Indianapolis



DFAS Support Activity - Indianapolis



Customer Relationship Management

- CRM is not:
 - A technology initiative
 - Exclusively a marketing initiative
 - Exclusively a sales initiative
 - Exclusively a service initiative
- CRM is:
 - An enterprise-wide initiative
 - A philosophy that puts the customer in the driver's seat
 - A transformation of the organization

Adapted from "How to Get There From Here", web article by Melinda Nykamp, Nykamp Consulting Group

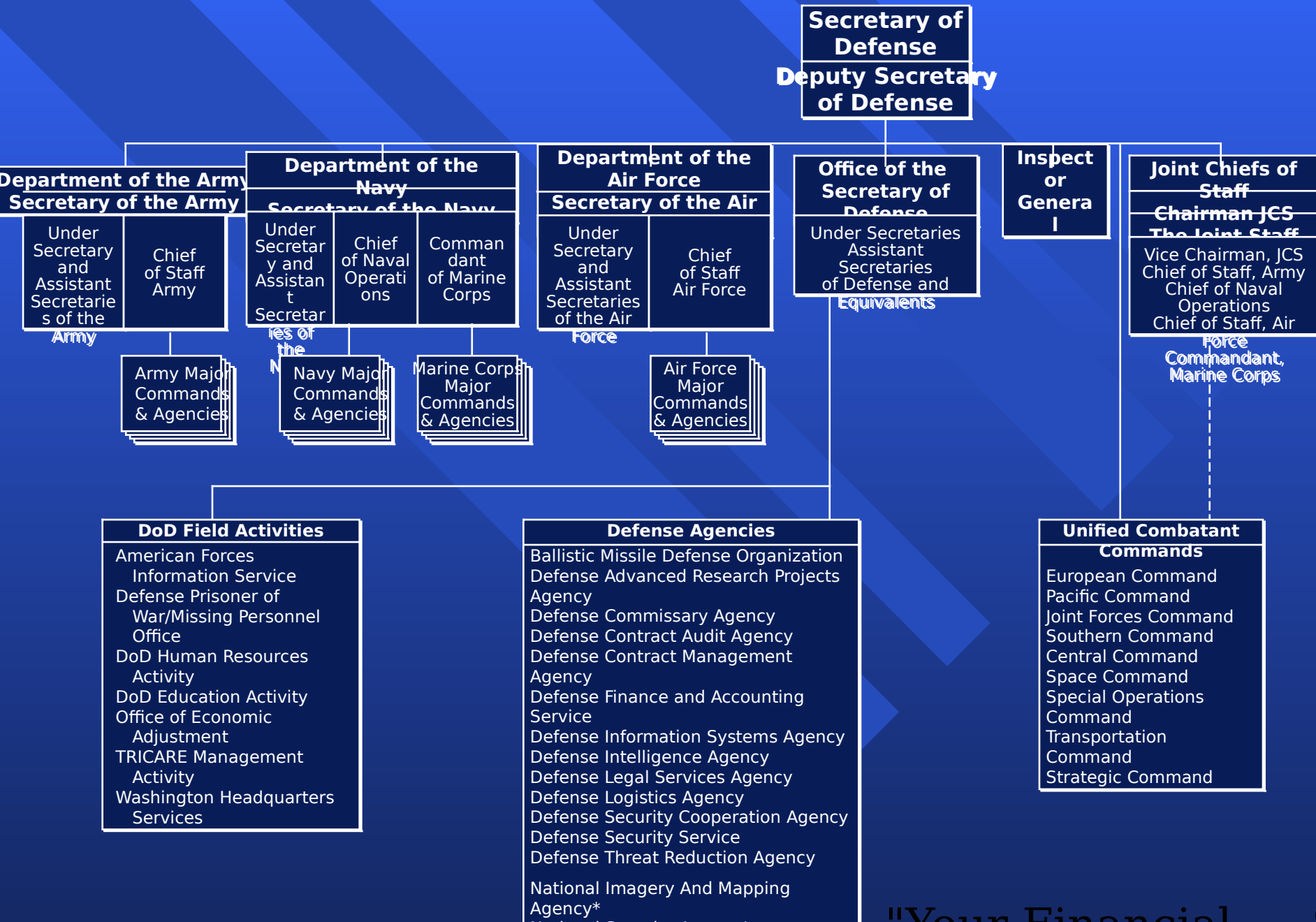
Customer Relationship Manager

- Purpose
 - Create and foster long-term, mutually beneficial relationships between DFAS and our customers
 - Become the customers' advocate for their short- and long-term requirements for DFAS products and services
 - Advise customers on the integration of their finance and accounting plans with:
 - » their strategic goals
 - » DFAS' strategic direction
 - » DoD trends

Customer Relationship Manager (cont.)

- Single point of entry
- Learn the customer's business, long-term goals, vision, constraints and culture
- Establish links with customer leadership and staff
- Coordinate DFAS services and information with customers
- Multi-level CRM between client and DFAS

Department of Defense



CRM Relationships

Tom Bloom

Director
DFAS -
Headquarters
OSD

Steve Bonta

Director
DFAS Center for
Sustaining Forces -
Indianapolis

USSOCOM DoDIG

JCS

DoD Field Activities

(-)@

Defense Agencies (-)*

#AMC

#ATEC

#USASMDC

#PEOs

Steve Turner

Director
DFAS - Denver
Center

Air Force

USTRANSCOM

*DSCA

USSPACECOM

*NIMA

Mike Dugan

Director
DFAS Center for
Operating Forces -
Indianapolis

Army (-)#

USCENTCOM

USSOUTHCOM

USEUCOM

Lee

Krushinski,
Director
DFAS - Cleveland
Center

Navy

USPACOM

USJFCOM

John Nabil

Director
DFAS - Columbus Center
for Accounting and
Financial Services

*DECA

*DCAA

*DLA

@DHRA

*DFAS

Greg Bitz

Director
DFAS - Kansas City
Center
USMC

UNITED STATES SPECIAL OPERATIONS COMMAND (USSOCOM)

**JOINT SPECIAL
OPERATIONS
COMMAND (JSOC)**

**ARMY SPECIAL
OPERATIONS
COMMAND
(USASOC)**

**WARFARE
COMMAND
(NAVSPECWARCOM)**

**AIR FORCE
SPECIAL
OPERATIONS
COMMAND
(AFSOC)**

**DFAS
SUSTAINING
FORCES**

**INDIANAPOLIS
DFAS
ROCK ISLAND**

**DFAS
ST. LOUIS**

**UNITED STATES
ARMY CORPS
OF ENGINEERS
FINANCE
CENTER**

**UNITED STATES
PROPERTY AND
FISCAL OFFICES**

**DFAS
OPERATING
FORCES**

**INDIANAPOLIS
DFAS
EUROPE**

**DFAS
LAWTON**

**DFAS
ORLANDO**

**DFAS
ROME**

**DFAS
DNO**

**EIGHTH US
ARMY**

**DFAS
CLEVELAND**

**DFAS
CHARLESTON**

**DFAS
NORFOLK**

**DFAS
SAN DIEGO**

**DFAS
PACIFIC**

**DFAS
JAPAN**

**DFAS
DENVER**

**DFAS
DAYTON**

**DFAS
LIMESTONE**

**DFAS
SAN**

BERNARDINO

**DFAS
SAN ANTONIO**

UNITED STATES SPECIAL OPERATIONS COMMAND (USSOCOM)



**DFAS CENTER FOR OPERATING
FORCES - INDIANAPOLIS
RELATIONSHIP MANAGER**



**DFAS CENTER FOR SUSTAINING
FORCES - INDIANAPOLIS
RELATIONSHIP MANAGER**

**UN
ARMY SPECIAL
OPERATIONS
COMMAND
(USASOC)**

**WARFARE
COMMAND
(NAVSPECWARCOM
)**



**DFAS CLEVELAND
CENTER
RELATIONSHIP
MANAGER**

**DFAS-EUROPE
1/10TH SFG, APO AE
HQ USAEUR & 7TH
ARMY, APO AE**

**DFAS-JAPAN
1/1 SFGA, APO AP**

**DFAS-ROME
5TH SFG(A), FT
CAMPBELL, KY
160TH SOAR, FT
CAMPBELL, KY
1ST SP GP, FT LEWIS,
WA
HQ I CORPS, FT LEWIS,
WA
24TH INFANTRY
DIVISION, FT
STEWART, GA**

**DFAS-ORLANDO
SOSCOM, FT BRAGG,
NC
USASOC, FT BRAGG,
NC
USASOC, AOFI-RM, FT
BRAGG, NC
USA SF COMMAND, FT
BRAGG, NC
USA CIVIL AFFAIRS
AND PSYOPS, FT
BRAGG, NC
US ARMY INF CTR, FT
BENNING, GA
US ARMY SOUTHERN
CMD, SQTSE, APO AA
US ARMY SOUTHERN
CMD, UNIT 7111, APO
AA
USA SOUTH CMD, SORM-
PB, APO AA
3RD US ARMY, FT
MCIPHERSON, GA**

**DFAS-LAWTON
DIR OF RESRCH MGT, FT
CARSON, CO**

**DFAS-DNO
7TH PSYOP GP,
MOFFET, CA
2ND PSYOP GP,
CLEVELAND, OH
AFZD-CM-PB, FT
DEVENS, MA**

**DFAS-ST. LOUIS
HQDA (IDRS),
PENTAGON, D
PM TAP**

**DFAS-PACIFIC
USA PACIFIC CMD, FT
SHAFTER, HI**

**DFAS-ROCK ISLAND
USA SPSA, FT BELVOIR,
VA**

ARNG - 15 USPFOs

**EIGHTH USA
HQ EIGHTH USA, APO AP
EIGHTH USA, APO AP**

Summary

- Evolving Concept
 - Matrix Support
 - Positive Customer
- Comments
- Executive Leadership is the Key